



STAR THEATRE

TONIGHT

Richard Harding Davis' Powerful
story of Adventure and Revolution

SOLDIERS OF FORTUNE

America's foremost portrayal of western characters
DUSTIN FARNUM
in the leading role

6 BIG REELS 285 THRILLING SCENES

ADMISSION 10c and 20c



A fashionable Colonial pump, covered buckle, full Louis heel with long v-cede toe. Patent and gunmetal. \$5.00



Tan and gun metal

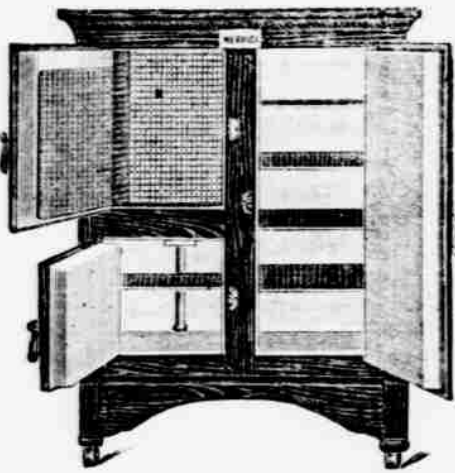
Our aim is to secure your steady patronage. We believe good shoes, good styles and good store service will satisfy all.

GUJAR'S

Broadway's White Front Shoe Store.

HERRICK Refrigerators

HAVE received the highest award wherever exhibited. Highest award of merit, gold medal received at the St. Louis World's Fair, highest award of merit, gold medal received at Trans-Mississippi and the Greater American expositions.



HERRICK HIGH GRADE REFRIGERATORS.

More Herrick Refrigerators are sold in Columbia than any other make. One Herrick is sold in Columbia every three days. There are now over 500 of these high grade refrigerators being used here.

The reputation established by these refrigerators for honest construction and best principles of refrigeration is varied by the growing demand for them wherever they are sold.

Herrick Refrigerators, having superior qualities and a national reputation, cause many people to think that the price must be higher, but this is not the case. If they were the Herrick would be the best refrigerator for the price, no matter what the price.

It means a good deal to you to have all of this assurance back of the refrigerator in your home or establishment. The Herrick is in most of the homes, restaurants, hotels and school laboratories in Columbia.

Let us show you a
HERRICK

CHAS. MATTHEWS
Estab. 1846 Phone 147
808 Broadway Hardware Co.

175 MILE SPEECH HEARD BY CROWD IN M. U. AUDITORIUM (Continued from page one)

himself on short notice to meet every emergency, from interviewing Edison to covering a national convention. But above all he must be at bottom a good citizen. He must be honest. He must be sincere. He must be against shams and frauds. His heart must be right. Mere smartness will never give permanent success.

"So I would leave you with this last word: Make it your ambition to be great reporters. And everything else shall be added unto you."

Alaskan Woman Talks.

Mrs. Nelson's talk was followed by Mrs. Mary E. Hart of Alaska, vice-president of the Pacific Coast Women's Press Association and president of the Alaskan Cruise Club.

In 1900, Mrs. Hart joined the gold seekers in Alaska as representative of a Los Angeles and other coast papers. She told of receiving on her way up, a package of 150 Sunday papers from Los Angeles. Her employers said they would be good for the Alaskan newspaper men to see and charged her 2 1/2 cents a copy. In Alaska she sold the papers to a newsboy at 25 cents a copy. This was the first money she made in Alaska.

Mrs. Hart said that today woman was working side by side with her brother in journalism. Although man has greater reasoning power, woman has intuition which often proves of great value in the profession.

Many stories of the romance and reality of journalism in that far north country were told by Mrs. Hart.

There is much to write about in Alaska, and inspiration for the artist and poet. She mentioned a score or more of well known writers who had received their inspiration in that far north and wonderfully interesting country.

COUNTRY TOWNS FACE PROBLEM

Lee Shippey Says More Ad Clubs Will Help.

"I think the majority of us small town country editors are the worst loafers on earth," Lee Shippey said in an informal address at Switzer Hall yesterday afternoon. Shippey edits the Higginsville Jeffersonian, is a feature writer and chautauqua lecturer. "I know I don't get out nearly the paper I could in my town of 3,000 persons. None of us get out anything like the papers we should."

Mr. Shippey believes the country towns are facing a big problem. He says the parcel post is bringing the country merchant into competition with the mail order houses. He says the solution is for the country merchant to study advertising and salesmanship just as hard as the mail order houses do.

"Every country town needs an Ad Club," the speaker said. "Get the country merchants to studying advertising and salesmanship and that will do more than any other one thing to offset the inroads the mail-order houses are making."

J. P. Baumgartner, editor of the Santa Ana (Cal.) Register, also spoke yesterday afternoon.

"A newspaper, more than anything else," he said, "is a community enterprise, as well as an individual business. I can think of no drudgery so dreary as the making of a poor newspaper. I know of no commercial or professional work that is more soul-satisfying than the making of a good newspaper."

"Honest advertising has become a sort of journalistic slogan. The utmost responsibility that is placed on the newspaper is that it must see to it that the advertisements in its columns do not deceive."

"If the newspaper does not render

ANNOUNCEMENTS

For Representative.
We are authorized to announce the candidacy of William H. Sapp for the office of Representative of Boone County, subject to the action of the Democratic Primary, August 4, 1914.

Presiding Judge.
We are authorized to announce William T. Johnson as a candidate for re-election to the office of county judge, subject to the action of the general primary, August 4th, 1914.

Recorder of Deeds.
We are authorized to announce John L. Henry as a candidate for the office of Recorder of Deeds of Boone County, subject to the will of the Democratic voters at the General Primary Election August 4, 1914.

Prosecuting Attorney.
We are authorized to announce W. M. Dinwiddie as a candidate for Prosecuting Attorney of Boone County, subject to the will of the Democratic voters at the General Primary August 4, 1914.

Collector.
We are authorized to announce J. E. Wright as a candidate for the office of Collector of the Revenue of Boone County, (for one term, four years), subject to the will of the Democratic voters at the General Primary, August 4, 1914.

Clerk of the County Court.
We are authorized to announce Charles W. Davis as a candidate for the office of Clerk of the County Court of Boone County, subject to the will of the Democratic voters at the General Primary, August 4, 1914.

Clerk of the County Court.
We are authorized to announce Alex D. Pettit as a candidate for the office of Clerk of the County Court of Boone County, subject to the will of the Democratic voters at the General Primary, August 4, 1914.

Advertising Man for Sale.
Description: Likes coffee, has a few brains and three years' experience on a small-town daily. Graduates from School of Journalism June 1. Wants to run country daily or weekly in Missouri. Handle news, too? Yes. Address T. care Missourian (adv.)

real, efficient service, to both advertiser and reader commensurate alike with the amount paid for its space and with the field it occupies, it is going to kill the goose that lays the golden egg."

Among those who delivered short talks at the meeting in Switzer Hall yesterday afternoon were: George H. Scruton, of the Sedalia Democrat; C. A. Brakeman, of the Gower Enterprise; Walter Stickney, of the Webb City Sentinel; Mrs. S. E. Lee, of the Savannah Reporter; C. J. Blackburn, of the Blackburn Record, and Mrs. Emily Newell Blair, special writer, Carthage, Mo.

CAREFUL OF CRIME NEWS

Editors Say Papers Should Be Fit for Homes.

In the discussion on "The Problem of Crime News" L. M. White of Mexico, Mo., said that the reporters of crime news became callous to the horrors of crime and that in the reading of crime news the public also became callous in their feelings. He said that the country papers should keep their little crime news they have as free from anything that would leave a bad taste as possible for the newspaper is to go into the home.

William Southern of Independence said that in every country paper it is the men behind the paper who are responsible for the news that goes into it and that if they are a part of their community they know their community and are careful of police court news.

He said that a great evolution is coming to the country in the newspaper, in politics and in religion. In the newspaper the change has already come, and the ideal newspaper is one for the home. In politics the change is bringing in the same lines of progressiveness. In religion the division between sects is rapidly growing less marked and an ideal union is being created.

PAST PRESIDENTS' DINNER

Mr. and Mrs. E. W. Stephens Entertain Distinguished Visitors.

E. W. Stephens of Columbia, who is president of the Past Presidents of the Missouri Press Association, and Mrs. E. W. Stephens gave a dinner to the past presidents and a few other guests of Journalism Week at their home Monday night. Mr. Stephens gives a dinner each year for the members of the association.

The past presidents who were guests at the Stephens home Monday night are: W. R. Painter, Carrollton; O. D. Gray, Sturgeon; W. N. Southern, Jr., Independence; John W. Jacks, Montgomery City; Walter Williams, Columbia; J. West Goodwin, Sedalia; R. M. White, Mexico; Phillip Gansz, Macon; and Ovid Bell, Fulton.

Other guests were J. P. Baumgartner, Santa Ana, Cal.; Will H. Mayes, Director of the School of Journalism, Austin, Texas; B. B. Herbert, editor National Printer-Journalist, Chicago; and E. W. Hodges, Secretary of State of Arkansas. Four of the guests, Mr. Baumgartner, Mr. Mayes, Mr. Williams and Mr. Stephens are also past presidents of the National Press Association.

"HUMAN INTEREST" IN NEWS

W. H. Hamby Says It Is Sympathy With Humanity.

An informal discussion of "Human Interest" opened the today's session of Journalism Week. William H. Hamby of Chillicothe made the opening talk and told of the value of human interest in stories, particularly magazine stories. Mr. Hamby is a successful magazine writer and was formerly a newspaper man.

According to Mr. Hamby, the essence of human interest is human sympathy. Love of fellow man, sympathy and imagination are the requisites of a good writer. Mr. Hamby said that newspaper work is good training for magazine work. He gave his experiences in getting his first articles published.

C. P. Dorsey of the Braymer Bee said that the principles of human interest may be applied to any kind of writing, for people are chiefly interested in other people. A lively interest in the people and the things that influence their lives are what makes a paper successful. A paper can cultivate an appetite for human interest stories just as a paper that plays up sensational articles can cultivate an appetite for the sensational.

ADDITIONAL CLASSIFIED ADS.

FOR RENT—To girls next school year, rooms at 507 Hitt (opposite Horticulture Bldg.) Two lights, two tables and closet in each room. Prices reasonable. Phone 372. (213)

Advertising Man for Sale.

Description: Likes coffee, has a few brains and three years' experience on a small-town daily. Graduates from School of Journalism June 1. Wants to run country daily or weekly in Missouri. Handle news, too? Yes. Address T. care Missourian (adv.)

Visiting Editors

UNIVERSITY VIEW BOOK

50c

Visit the Missouri Store, the largest college book store in the West, and get a little Missouri remembrance for those at home.

Anyone will gladly tell you our location.

The Missouri Store

Just off the Campus on Ninth

Shop in the morning

Girls Onyx Day

Will be

Tomorrow and Friday

\$1.50 Onyx Silk Hosiery \$1.19

\$2.00 Onyx Silk Hosiery \$1.69

Black, white and colors. Supply your wants for the entire Summer at these prices. This lot will include our \$2.00 Old Gold and Black, at - - \$1.69

Visit Our Suit Dept. 2nd Floor

Clearance Prices on Suits and Coats.

Charming Creations in Graduating and Confirmation gowns.



STRAWN-HOLLAND

Editors:--

.....Visit The Cafeteria.....

You can get your meals just a few steps from Switzer Hall!

THE CAFETERIA is the students' boarding house. Over 1,200 meals are served here daily—and they are served for the actual cost of the food and service. This helps solve the "board bill" question for boys and girls who come to the University.

YOU will save the walk to town if you eat here—and we want you to see this part of the University. The Cafeteria is under University management. It belongs to you as well as the students.

The average cost of a meal here is 13 cents.

Ask someone to show you The Cafeteria. They'll be glad to do it.

Breakfast, 7:00 to 9:00 Dinner, 12:15 to 1:45
Supper, 5:45 to 7:15

...The Commons...